



Investigating Persuasion and Rhetorical strategies in the party songs of Pakistan Tehreek Insaaf: A political discourse analysis



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ABSTRACT

This research study tends to explore the persuasive and rhetorical strategies in songs of Pakistan Tehreek Insaaf. It will critically analyze the three songs of Pakistan Tehreek Insaaf "Mae tou Dekhonga", "Hum aik hain" and "Go Nawaz Go". The research will try to explore different persuasive and rhetorical strategies used by the party in order to convince the audience. In political discourse our study will also uncover hidden ideologies in a text. In political discourse language plays a key role in persuading the audience. Qualitative analysis of the research study is employed and using Aristotle rhetoric the researcher will dig out different persuasive strategies like repetition, use of pronouns, Predication Strategy, word choice, Positive representation of self and negative representation of other. Moreover, the study will also explore the positive image of self and Negative image of other in the songs of Pakistan Tehreek Insaaf using Van Dijk model of Ideological Framework in order to convince the audience.

1. Introduction

Language is a mode of communication. The words in a language can be interpreted in terms of socially, politically, and ideologically. Critical discourse analysis helps us to understand the hidden ideologies in a text. According to Fairclough (2010) "Ideology is the representations of the world from the perspective of particular interest and ideologies reside in text" (p.71).

These ideologies are constructed through language and by a powerful group or a movement. As Van Dijk (2000) defines ideology as a belief system. The ideology includes social, political and religious ideas by a movement or a group (p.6). These ideologies are present in a speech, text, song or a movie.

A political discourse is defined by Van Dijk (1997) "Political discourse is identified by its actors or authors, viz., politicians. Indeed, the vast bulk of studies of political discourse is about the text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels."

The political parties in order to propagate their ideologies and to convince a large number of audience use the technique of persuasion. As language plays a significant role in ideology and in order to persuade a large number of audience politicians use

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the technique of persuasion and rhetorical devices to grasp the attention of the audience. According to Zidane (2017) through persuasion people tend to change their view points as an effect of a discourse. Persuasion means that people tend to implant their thoughts and ideas in the listener minds.

According to Winebrenner (1983) "song is a communicative act by which the composer or performer uses music to satisfy intrapersonal drives requiring interpersonal interaction". He further elaborates that these songs are composed in order to manipulate the minds of the audience. The goal of the artist is to reinforce the attitude, opinion and fact and sometimes the lyrics of the songs change the attitude of the people in persuasive manner.

In critical discourse analysis ideology, power and discourse have a close connection. Powerful groups in order to exert their power and ideologies take help of language and discourse. In order to implant their social, political and economic ideologies they use discourse. And as this discourse is in the hands of powerful sometimes a large number of audience is influenced by them.

Pakistan Tehreek Insaaf (PTI) was founded by Imran Khan on 25 April 1996. Its main motive was to provide the country free from corruption, and social injustice. (Thomas, 2018). The party songs played a significant role as the party songs provide the ideology of "Naya Pakistan". All the songs that are used in the rallies and protest have a significant message and are used to manipulate and persuade the audience.

Our current study will explore the persuasive strategies used in the protest songs of Pakistan Tehreek Insaaf. The songs play a pivotal role in persuading the audience and make them believe in the political ideologies of the party. For our study we have taken three songs. Moreover, our study will also uncover the hidden ideology of the party by depicting positive self of himself and negative self of other. The researcher has selected these songs because these songs are appreciated by a large number of audience, and moreover these songs are the representation of the leader. The persuasive strategies can be explored in the songs which are ignored in other research studies.

1.1. Research Questions

- What are the different persuasive strategies used in the protest songs of Pakistan Tehreek Insaaf to grab the attention of the audience?
- How the songs of Pakistan Tehreek Insaaf are depicting positive representation of self and other (Us versus them)?
- How Aristotle's rhetoric is used in order to persuade the audience?

1.2. Objectives of the study

- The first aim of the study is to explore that persuasive strategies play a significant role in changing the mindset of the people.
- The second aim is to figure out the positive representation of the self and negative representation of other.
- To uncover hidden ideologies in a text.

1.3. Delimitations of the study

The researcher has focused on the songs of only one party PTI.

2. Research Methodology

Politics can be considered as the effort of power. Politicians in order to articulate their ideologies sometimes take help from the political discourse using speeches, and debates. On the contrary they take less traditional context like songs, and anthems in order to express their idea. Songs and politics have a close relation. (Lyndon.C.S. Way, 2019). People sometimes fail to distinguish that music though play a role to persuade the audience in order to achieve their goals.

'Persuasion' is defined as an "art of using language to communicate with the intention of making the listener do something according to the speaker's will. (Saeed et al., 2020). In order to investigate the hidden ideologies this research study will use different persuasion strategies. The use of pronoun, word choice, positive self presentation and negative other, representation and predication strategy.

3. Data Analysis and Interpretations

3.1. Use of pronoun

The pronouns are used in a discourse when one person position themselves in a way to express association. The inclusive “we” in a study (speaker/listener) is used to express solidarity. On the contrary the exclusive “we” is used to exclude the listener. (Saeed, 2020).

The personal pronouns are used in text in order to convince the audience and make them feel that we all are same. “Hum aik hain” The party song is making the audience believe that we all are one entity. There is no discrimination between us.

Personal pronoun	Urdu	English
We (third person pronoun)	Hum aik hain	We all are one
We (third person pronoun)	Hum sindhi, Hum Balochi, Hum punjabi nahi hum pakistan kae betay hain .	We Sindhi, We Balochi, We Punjabi , We are the sons of Pakistan.
We (third person pronoun)	Hamein Apna Farz Nibhana hai	We have to fulfill our duties.
We (third person pronoun)	Hamein mil kar usay sajana hai	We have to decorate it

The above lyrics of the songs clearly depict that the party Pakistan Tehreek Insaaf is persuading the audience by using the pronoun inclusive “we”. The song by using the inclusive we creating solidarity, unity and harmony among other Pakistanis. This further elaborates that it is the shared responsibility of all of us including the speaker to accomplish the goals. Hamein Apna Farz Nibhana hai (We have to fulfill our duties). Here speaker is the Party namely Tehreek Insaaf and addressee is the audience namely Pakistanis. The party Pakistan Tehreek Insaaf through the use of these pronouns persuading and convincing them that we all want the same thing. Our agenda and motives are same.

Another song of Pakistan Tehreek Insaaf “Mae tou Dekhonga” the speaker is persuading the audience by projecting the ideology of a hopeful Pakistan.

Personal pronouns	Urdu	English
I (first person)	Mae tou dekhonga	I will surely see the day
You (second person)	Tum bhi dekho gae	You will also see the day.
Those (third person)	Jab mulk ko baech ka kahnae waley.	When those who loot and devour the country
Themselves (third person)	Khud hazm ho jayein ga	Will themselves become devoured.
Those (third person)	Aur pushtoon sae jo gaddi bethay	And those sitting and lording it over us since generations.
Their (third person)	Sab bheer mae mil jaein ga	Will get dragged down from their thrones to become lost among the crowds.
Those ,themselves (third person)	Jo door gaye thay bholay sae	When those who had lost themselves to foreign climes
Their (third person)	Lautein gae phir watan ko ek sham	Will return one fine evening to their beloved homeland.

According to a research study conducted by Fan Menghe (2016) he states personal pronouns are used to create a close connection between the audience. The pronouns used in this song also strengthen the belief that these pronouns are playing a role in persuading the audience. The song starts with Mae tou dekhonga “I will surely see the day”. Here the personal pronoun I is referring to the party. In the second lyric the speaker is saying that “You will surely see the day”. Through these pronouns the speaker is making a close connection with audience. In order to grasp the attention of the audience the speaker is using “you”. The research study conducted by Fan Menghe says that the personal pronoun “you” is used to attract the audience. (Fan Menghe, 2016). The inclusive “we” is used as the speaker is including the addressee.

In these lyrics “And those sitting and lording it over us since generations” Their and those pronouns can be used in the category of out group. Here exclusive “we” is used where the speaker is excluding a group as if those people are not member of our group. As is stated by Yule that either the rule applies to the hearer knowing that she or he is member of the group or the rule doesn't apply he or she is not the member of the group. (Yule, 1996). “When those who loot and devour the country”. “Will themselves become devoured.” Here the pronouns those and themselves are used in order to separate them. It is projecting the idea that they don't belong to us. Those who have looted the country. The speaker is showing that this group doesn't belong to us. They are out group. In these lines the speaker again persuading the audience that we have common goals. He is projecting the idea we all are waiting for the time when we see Pakistan in better situation. All the problems of the country will be resolved and for that purpose you have to believe in this party.

3.2. Predication Strategy

This strategy is used in order to persuade the people by projecting stereotypes and attributes. The positive traits are associated to the ingroup and negative traits are associated to the out group (Saeed, 2020).

Urdu	English
Go Nawaz Go	Go Nawaz Go
Gali Gali mae shor hai Nawaz Sharif Chor hai	There is noise in every street that Nawaz sharif is a robber.
Muk Gaya tera show Nawaz Go Nawaz Go	Your show is ended.Go Nawaz Go.

The song “Go Nawaz Go” clearly represent that how one party in order to gain trust of the audience associates negative attributes to the other party. The party song has associated a negative attribute saying PMLN a robber. Moreover, this is also setting an ideology that everyone knows that he is a robber again persuading the audience that we have common goals. This song is produced to attract the attention of the audience. The humour that is created in the song is to please the audience. According to a research conducted by Uzma et al. (2019). Such strategies can be used to associate “various qualities, usually negative or discriminatory, to social actors in political discourse”.

3.3. Positive representation of self and Negative representation of other

Van Dijk model of ideological square is used in order to portray positive self representation and negative other representation. This framework consists of four principles. (RAMANATHAN & HOON, 2015).

- Emphasise positive things about Us
- Emphasise negative things about Them
- De-emphasise negative things about Us
- De-emphasise positive things about Them

The first principle states the fact that Positive self-representation focuses on positive behaviour of the individual. It associates positive things about us and negative things about them. The negative representation of other depicts that negative things shouldn't be directed to us and in the same way no positive things should be pointed towards them. The Us is always positive and Them is always negative. (RAMANATHAN & HOON, 2015)

The first song “Hum Aik hain” sets a positive representation of the party. They are projecting a positive image by saying “Come let's walk together”. The party motive is that we all have to work together. Our aim is that everyone has to play his part. Furthermore, the speaker elaborates then that if we will work together then “land will produce gold”.

Moreover, in order to persuade the audience they are de-emphasizing negative things. They are saying that “we should forget all the hatredness”. We all have to work together in order to make this world a better place.

Urdu	English
Bhool kar sab nafrat jagrey	We should forget all the hatredness
Ao mil kar sab sath chalein	Come let's walk together
Phir Uglay ge dhartee sona	Then land will produce gold
Aur mehka ga kona kona	And every corner will smell good.
Ao hath mae daley hath chalein	Come let's walk by putting hand in hand.

Urdu	English
Jab roti sasti hogi	When bread will become cheaper.
Aur mehgi ho ge jaan	And human life will be expensive.
Who din ayega	That day will surely return
Jab esa ho ga pakistan	When such will be the state of Pakistan

If we analyze the second song of Pakistan Tehreek Insaaf then Us refers to the party and them refers to PMLN and PPP. The song “Mae tou dekhonga” sets an ideology of depicting positive image of the party. The song projects a time will come in the near future where all the problems of Pakistan will be resolved. Then the speaker goes on saying that “When bread will become cheaper”. He is projecting the ideology indirectly that Pakistan tehreek Insaaf will provide cheap bread to the people. The party

will make them realize the importance of human life. Now in this song we can witness that how the party is projecting negative things about the other party.

When those who loot and devour the country /Will themselves become devoured. The distinction of Us versus them Those refer to them. They have looted the country. These lines clearly show that how the party is projecting negative image of the other party. The word “loot” symbolize that they have done corruption. In the next lyric the speaker pointing towards “them” and saying that they will be lost in the crowd those who are ruling over us for generations. “And those sitting and lording it over us since generations” / Will get dragged down from their thrones to become lost among the crowds.

Urdu	English
Boley sara pakistan sada leader hai Imran.	Whole Pakistan chants our leader is Imran.

The other song of Pakistan Tehreek Insaaf “Go Nawaz Go” propagating negative image of the other party by saying that the leader of PMLN is a robber. Then in the next lyrics the speaker says that “Banda number do nawaz”. In social context the word “number do” refers to those people who lack moral values in their character. In this song we also see how the party is projecting positive image of the leader by saying “Boley sara Pakistan sadda leader hai Imran”. This again producing a positive image of the party and associating positive image of the leader. “Sara pakistan” again signifies that how they are persuading the audience that our leader is same we all want Imran khan.

3.4. Word choice

The word choice and vocabulary use is called as “local semantics” This selection of word choice is proposed by Van Dijk. “The use of words which are easily understandable to the people of a particular setting.”

Urdu	English
Bhool kar sab nafrat jagrey	We should forget all the hatredness
Ao mil kar sab sath chalein	Come let's walk together

In the first song “Hum aik hain” sets a positive image of the party by using the words “Insaaf” (justice), Izzat (Honour) and Amen o Aman (peace). The other phrases used in the song clearly depicts that positive connotations are used when the party is describing something about itself. For example, Hamein apna farz nibhana hai (We have to fulfill our duty). “Fulfill”, and the word “together” both have positive connotations. While they are describing the motives and images of the party they are using the words “fulfill” and “together.”

Urdu	English
Aur idhar ko jatey rastey.	And paths leading hither thither
Ek mor ko mil jayein ga.	Will meet at a unifying point
Ek parcham mae gul jayein ga.	Will merge within one harmonious flag

In the second song “Mae tou Dekhonga” the selection of words can be taken in to consideration. The word expensive, unifying and harmonious used in the song sets a positive image of the party. On the other hand, Negative words are used in describing the other party like loot, devoured and dragged. This is projecting negative image for others.

The third song “Go Nawaz Go” is also portraying negative image of others. The word robber, and corruption are used in describing the negative self of others.

3.5. Repetitions of words and phrases

Repetition in any text is defined as “a reoccurrence of some lexical items in the same discourse either for rhetorical purposes or as cohesive devices”. For generating lexical cohesion in a text cohesive devices are used. Moreover, a research study conducted by Asaad (2019) states that these reoccurrences in the speech is used in order to attract and persuade the audience. Furthermore, these repetitions in a discourse are used in order to uncover hidden ideologies. It is clear that this repetition is a linguistic device and persuasive strategy in order to convince the audience. (Asaad, 2019)

In the first song “Mae tou Dekhon ga” the speaker is hopeful and shows audience a vision of a better Pakistan. The phrase “I will surely see the day” is repeated 25 times which shows that how the speaker is emphasizing on the fact that we all are waiting for the day where all the problems will be resolved. Moreover, in order to make the people believe in the fact that our party is the right one and the audience should choose us. The sentence “You will surely see the day” is repeated 16 times in order to persuade the audience that you have to wait for the day when our party will resolve all the problems of this country.

The second song “Hum Aik hain” the phrase is repeated 14 times in the song. This song is also making the audience believe that the party and the audience are one. This song is a symbol of unity. The re occurrence of the sentence clearly depicts that party and audience are one entity and so indirectly it is focusing on the idea that the party agenda is to unite the nation.

The third song “Go Nawaz Go” The sentence is repeated 10 times. This song is portraying the other as negative. The agenda of the party that Nawaz Sharif should go but they through the repetition of the sentence making the audience believe that the audience also want the samething. It is obvious that they are trying to impress and convince the people.

4. Aristotle Rhetoric

Aristotle has given three strategies of persuasion. He states that in order to persuade the audience the first component is ethos the character of the orator. It means the character of the speaker. If the character of the speaker is good people will be convinced by his speech. The second is pathos in order to attract the audience the speaker hits the audience through emotions and third is logos which means convincing the audience through facts and logic. (Saeed, 2020)

The songs of Pakistan Tehreek Insaaf are the representation of the leader Imran Khan. As the party was founded by Pakistan Tehreek Insaaf and the song clearly represent the ideology of the leader. The songs of the party have played a vital role in convincing the audience. Through the songs the motives and agendas of the party are represented.

4.1. Ethos, Pathos and Logos

The party songs of Pakistan Tehreek Insaaf hold great significance because of the leader Imran Khan. A lot of singers including Atta ullah Esakhelwi , Abar ul haq has sung the songs of the party. This is all because they believe in the ideology of Imran Khan.

The singers want to convince the audience because to some extent they know he is the right leader who will rule over us.

The second is pathos the speaker uses emotions to grab the attention of the audience. If we consider the song “Mae tou dekhonga”. The song in order to convince the audience has infused such a kind of music that audience will try to imagine a Pakistan that they have never seen before. The lyric “I will surely see the day” and then You will surely see the day refers to fact I am hopeful and I believe in the fact that a time will come when we will see that all our hopes regarding Pakistan will come true. “Mae tou dekhonga” the lyric is full of emotions and hence through the effect of music it is changing the views of the people. There are almost 44 songs composed by the party of Pakistan Tehreek Insaaf. The composition of these songs as compared to other parties PMLN and PPP is less. To some extent we all know that composition of these songs in such a large number is because they know that to attract the audience we have to take help of music. Music has the effect that will attract audience and emotional music will let the audience believe that the party agenda is right.

The second song “Hum Aik hain” this particular song also sets same ideology. Due to the musical effect and the song’s lyrics the speaker has hit the audience through an emotional appeal. Hum sindhi,,Hum Balochi,Hum Punjabi,nahi hum pakistan kae betay hain. The song also hits the audience as it is uniting all the provinces. We are not Sindhi, Balochi or Punjabi. We all our Pakistanis. This again persuading the audience by showing patriotism towards Pakistan. The Pakistanis they love Pakistan and they can do anything for their country. If the party is setting such an environment where it is unifying all of them then audience will be easily convinced by them.

5. Conclusion

In conclusion the party Pakistan Tehreek Insaaf use persuasive strategies and rhetorical strategies in order to convince the audience and to change the views of the audience. Our study has also find out that by using persuasive strategies each song has some hidden ideology. The song “Mae tou Dekhonga” sets the ideology of a hopeful Pakistan. The second song “Hum aik hain” is uniting all the Pakistanis. Moreover, through the use of pronouns the researcher has explored that through pronouns the speaker has built a close connection with the audience. Through repetition the speaker wants to put emphasis on his motives and agenda and want to attract the audience attention. The word choice as a persuasive strategy can be used to set a contrast in setting the positive image of self and negative image of other. Lastly, The Van Dijk ideological framework has helped us in pointing that how a party sets a positive image of self and negative self of other in order to persuade the audience.

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